

Perfins as Postal History

By Rudy Roy (#1124)

In the golden age of postcards (1910-1920), advertising postcards were in extensive use, but those with perfins less so, and those with perfins sent for holidays even less. Shown here is one of two Easter cards in my collection sent by the Pittsburgh Steel Co. (PS/Co pattern; P-222 in the US Catalog). Both cards I have are dated 1912.

There are several aspects of this card in addition to the perfins that make it attractive. The obvious one is the Easter design on the obverse that incorporates themes associated with Easter - eggs, baby chicks,

and children playing in the warmth of Spring. Another is the trademark on the reverse - "The Weld That Held" in a keystone depicting an elephant trying unsuccessfully to get through a steel fence. Several thematic subjects are thus exhibited - elephants, keystone for Pennsylvania "The Keystone State", and minerals - steel fencing that was a company product.

This card appeals to quite a number of collecting areas and could easily fit into a number of collections in addition to perfins.

